

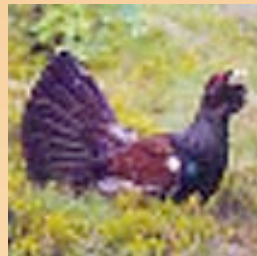


Gemeinden packen ihre Zukunft gemeinsam an

Le modèle écologique de l'Achental : des communes unies pour préparer leur avenir

L'Ökomodell Achental: comuni uniti per preparare il loro futuro

Ökomodel Achental: združene občine za oblikovanje prihodnosti





The “Achental”

Tyrol/Austria



Salzburg /
Austria
60 km

Munich /
Bavaria
100 km

Lake Chiemsee



The Project Area

**7 Bavarian communities
(soon: 9)**

Grabenstätt
Übersee
Bergen
Grassau
Schleching
Unterwössen
Staudach-Egerndach



Kössen
Schwendt
Kirchdorf

3 main project partners in Tyrol

The Achantal

beautiful landscape – over 30 % nature conservation areas, 50 % forest areas
small farms (mostly family farms, often on a sideline basis)
handicraft business and nature based tourism – nearly no industry

The Achental with Lake Chiemsee in Summer





**The main river „Tiroler Achen“
with the wild-romantic gorge „Entenlochklamm“ . . .**



**and its famous estuary into the Chiemsee lake,
best-known bird sanctuary in southern Germany
for endangered birds esp. during migration**

wide fenlands



nature conservation areas
e.g. Kendlmühlfilze
(Filze = raised bog)



Fens and wet
grasslands

With rare species such as the *Iris sibirica* or ground-breeding birds like corncrake, curlew, peewit ...



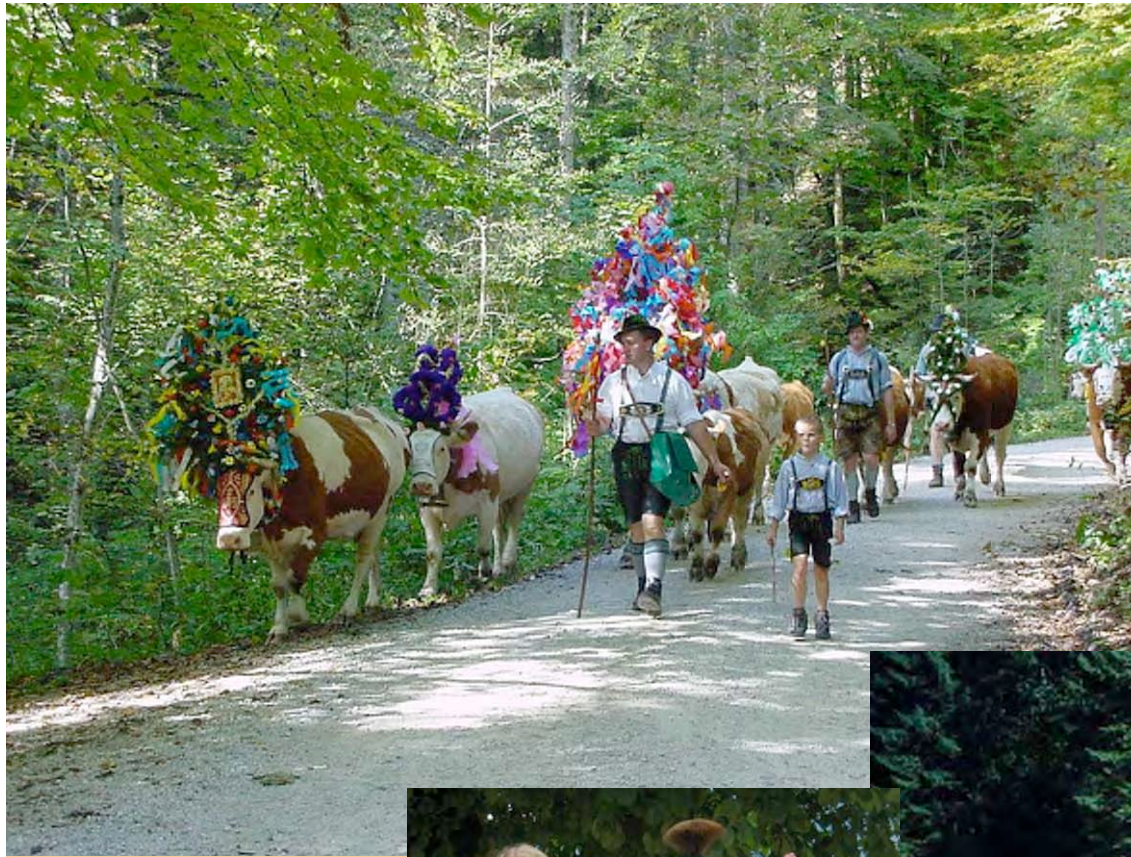
Mountains up to 1813m
with forests, streams, a rich
flora and fauna ...



and mountain pastures ...







And very
important: a
living culture



An aerial photograph of a mountain valley. In the foreground, a river winds through a lush green landscape dotted with small villages and patches of forest. The middle ground shows a larger village with red-roofed houses. The background features steep, forested mountains under a blue sky with scattered white clouds.

Problems to be solved:

- **Structural change of agriculture**
- **Diversity of the landscape in danger**
- **Falling tourismus**
- **Sustainable space management in a valley with differing demands (habitation, workstations, tourism, nature protection, flood protection, ...)**



1997: Ökomodell
Schlechinger Tal

1999:
Ökomodell Achantal

bottom-up and top-down strategy

round tables – participation

clear structures (association, office, mayors of all communities and representatives in the board)



**Eco-project for sustainable
regional development**



The Project Aims



- conservation of nature and preservation of the rural heritage
- safeguarding the work of the farmers as custodians of the countryside
- fostering and developing environmentally compatible tourism and trade

It is hoped to achieve these goals in conditions of mutual understanding and benefit



Activities - Examples

safeguarding farming



Agriculture should become more organic and diversified



Activities

sector agriculture:

- Analysis of diversification of sources of income for participating farmers and advisory support for the development of individual farms
- Linking the interests of farmers and consumers in the regional marketing of all produce from ecologically compatible farming in the Achantal
- Special support for farm holidays, including development and publicity
- further education for farmers, e.g. computer skills
- Development of a regional marketing system for near-naturally grown produce from the region
- Logo and marketing concepts



Quality Achenal

The main criteria of the product logo are ...

- ...regional provenance
- ...ecological compatibility
- ...transparent methods of production



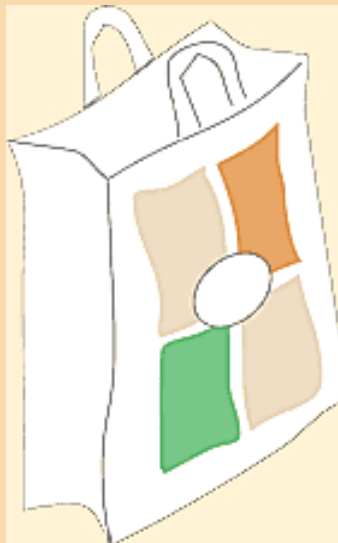


Quality Achenal – advertising media

Labels



Poster



Bag



Marketing

Farmers' Market

- each Saturday from 8.30 – 12.00



Special Activities



Marketing

The „Regional Shelf“ in certain grocer's shops



Publication of various brochures for direct marketing



Marketing

**Some Restaurants
offer a regional
menucard**

Directly from farms

Farmer ↔ Restaurant

achentaler spezialitäten

<i>Kalbsbraten vom Unterstraßberghof; Staudach dazu pikanter Rosenkohl, Kartoffelgratin, Salat</i>	<i>15,--</i>
<i>Hirschkeule aus dem Schlechinger Tal dazu Apfel-Blaukraut, Demeter-Spätzle, Salat</i>	<i>14,--</i>
<i>Chiemsee-Forelle an Grassauer Frühkartoffeln mit Kräuterrahm</i>	<i>13,--</i>
<i>Lammbraten vom Stockinger, Bergen mit deftigem Bohnengemüse und Ofenkartoffeln</i>	<i>14,--</i>
<i>Kaiserschmarrn mit Kompott aus Grabenstätter Zwetschgen</i>	<i>8,--</i>
<i>Apfelmost vom Langenspacher Hof, Grassau</i>	<i>3,--</i>
<i>Slechinger Birnenlikör</i>	<i>2,50</i>
<i>Alte Zwetschge Gut Sossau, Grabenstätt</i>	<i>3,--</i>



Qualität – ganz nah im Achenal.

Ökotoptisch Achenal e.V. Tel. 09649-986605 www.oekeotoptisch-achenal.de



Activities

sector agriculture:

- information events
- exhibitions and markets



Children making fresh apple juice at an exhibition in Bergen





Activities

nature conservation:



- Conservation and development of biotopes, fenlands, extensive grasslands and alpine pastures
- Conservation of fruit tree areas and plantation of new fruit trees
- Visitor management in ecologically sensitive areas
- Sustainable management of alpine forests





Sustainability = closed cycles

Example:
meadows
with fruit
trees



Example:
grasslands





Activities



environmental awareness:

- for children and
- adults among the resident population and visitors with regard to the beauty of the landscape and the need to protect it





Activities

All About Farming

activities to gain an insight in the daily life on a farm,
e.g.

- sheep farming: sheep rearing, combing, spinning and felting wool
- guided farm tour
- the alpine pasture today – including a guided walk, lending a hand in the upkeep of the pasture and making herbal cream cheese
- baking bread or making butter and cheese on a farm



Each school plants her own hedge with native species



Pupils help the farmers





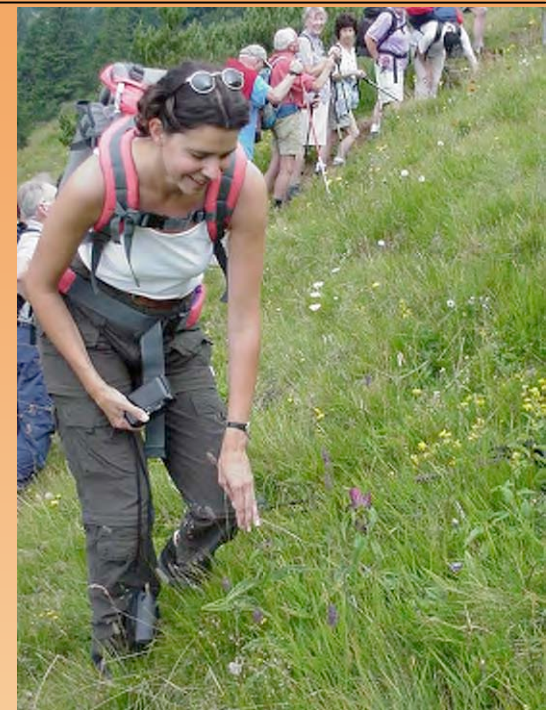
Activities

Guided Nature walks

the guides are trained continuously

e.g.

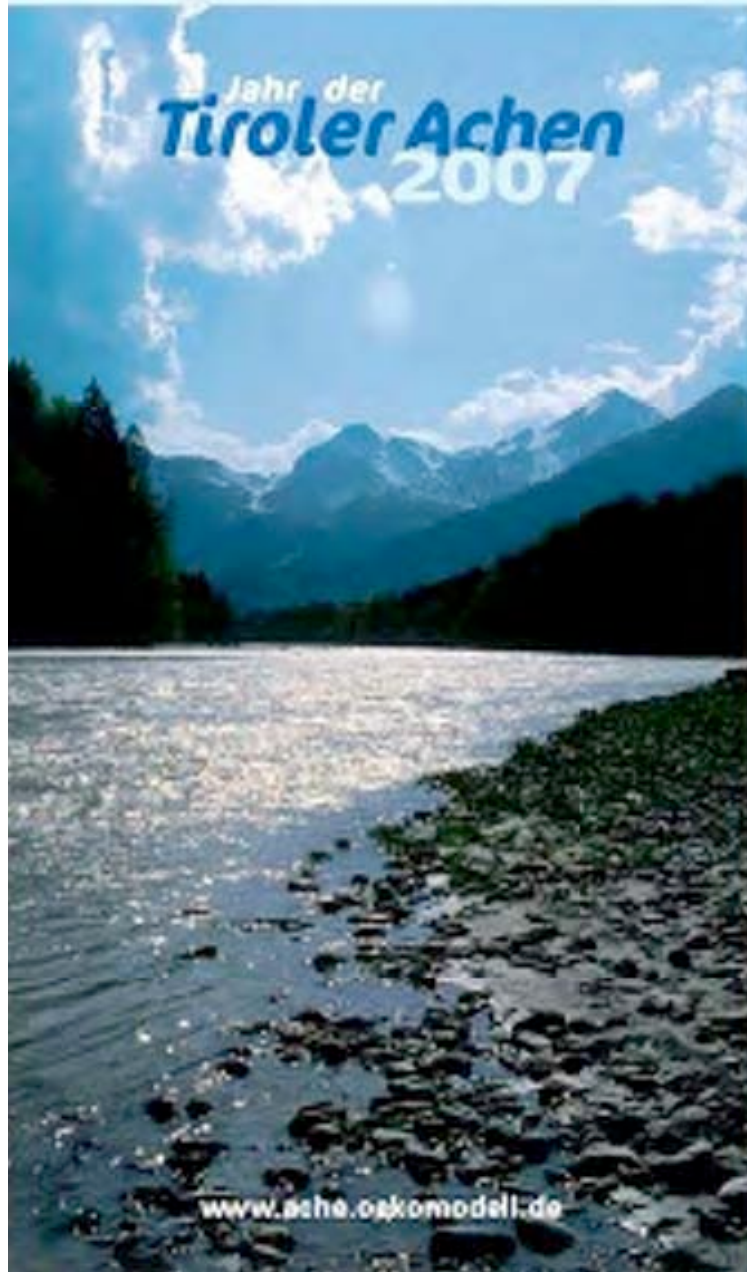
- flower and herb walks
- woodland walks with a forester
- excursions to the fens and raised bogs
- birdsong or insect walks
- Special walks for families
where the secrets of nature are
revealed in a more playful way



Ökomodell Achental e.V.



Jahr der **Tiroler Achen** 2007



In Kooperation mit



www.ache.ekomodell.de



Naturerlebnis Achenal 2008

Heilpflanzen & Wildkräuter



**Programmheft
mit Informationen**



Oeko-Modell
Achenal e.V.



Naturpark
Achenal



Naturpark
Achenal

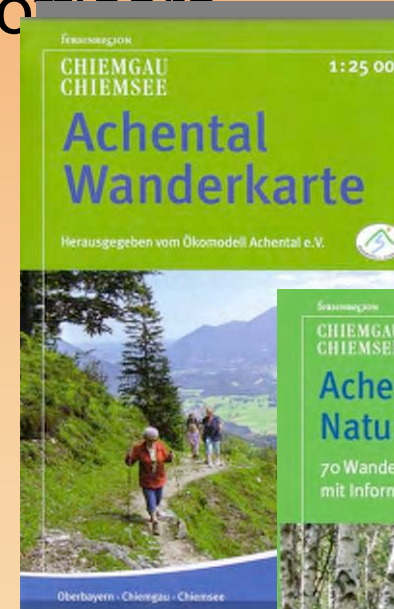
www.oekomodell.de/heilpflanzen



Activities

Sector Tourism:

- development of a corporate "green" tourism profile, based on the rural culture of the Achantal
- close cooperation of the tourism officers
- tourism workshops
- common offers and brochures
 - achantal-card
 - nature discovery programmes
 - homepage
 - and so on...
- "holiday without car"
 - Bus through the valley
 - in winter: bus to the next skiing area (free for guests of the Achantal)

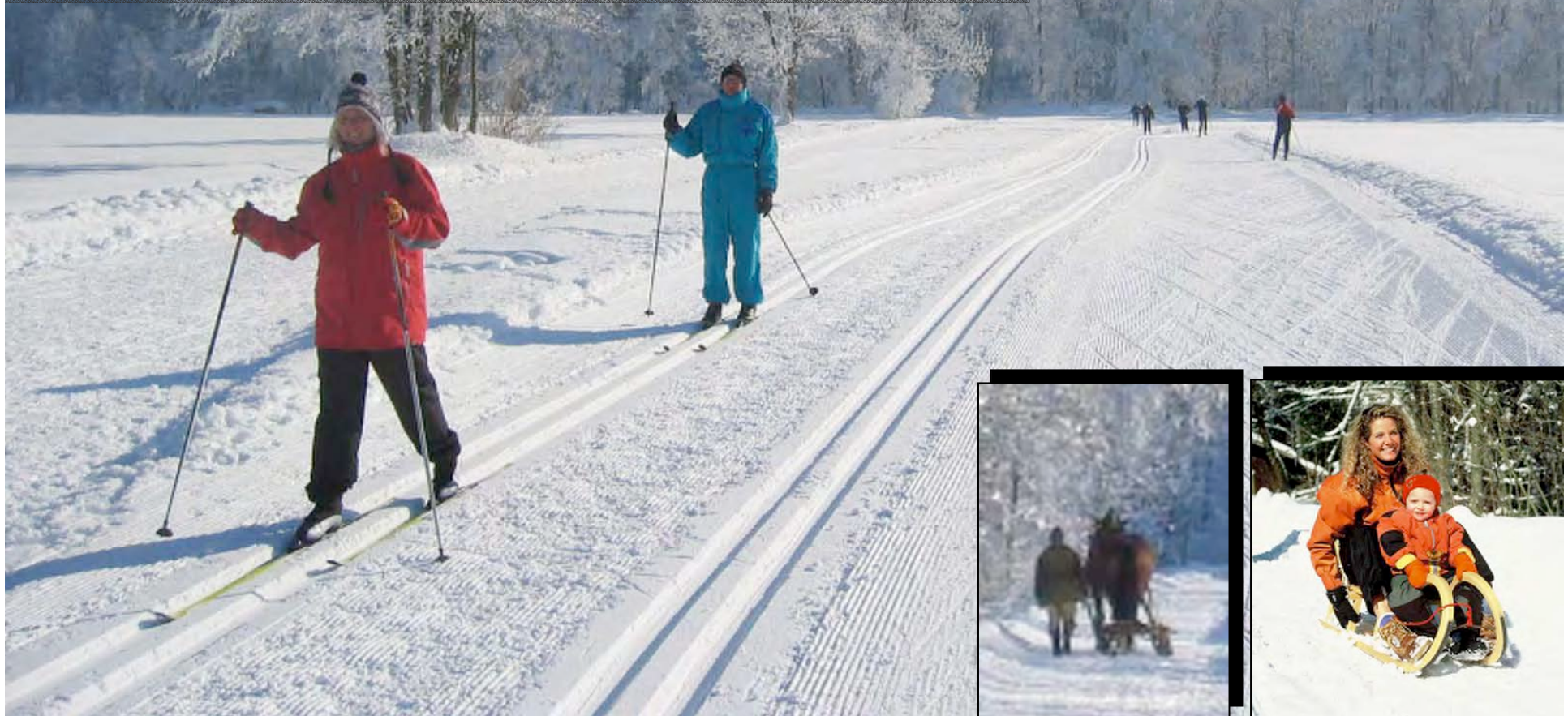


sustainable tourism in winter:

winterwalking, (eg. “walking over the snow”)
cross-country-skiing, guided snow-shoeing,...

gratis bus to the next skiing areas

shuttle bus to interesting events
(Biathlon-WM Ruhpolding)



QUALITÄT



New activity:

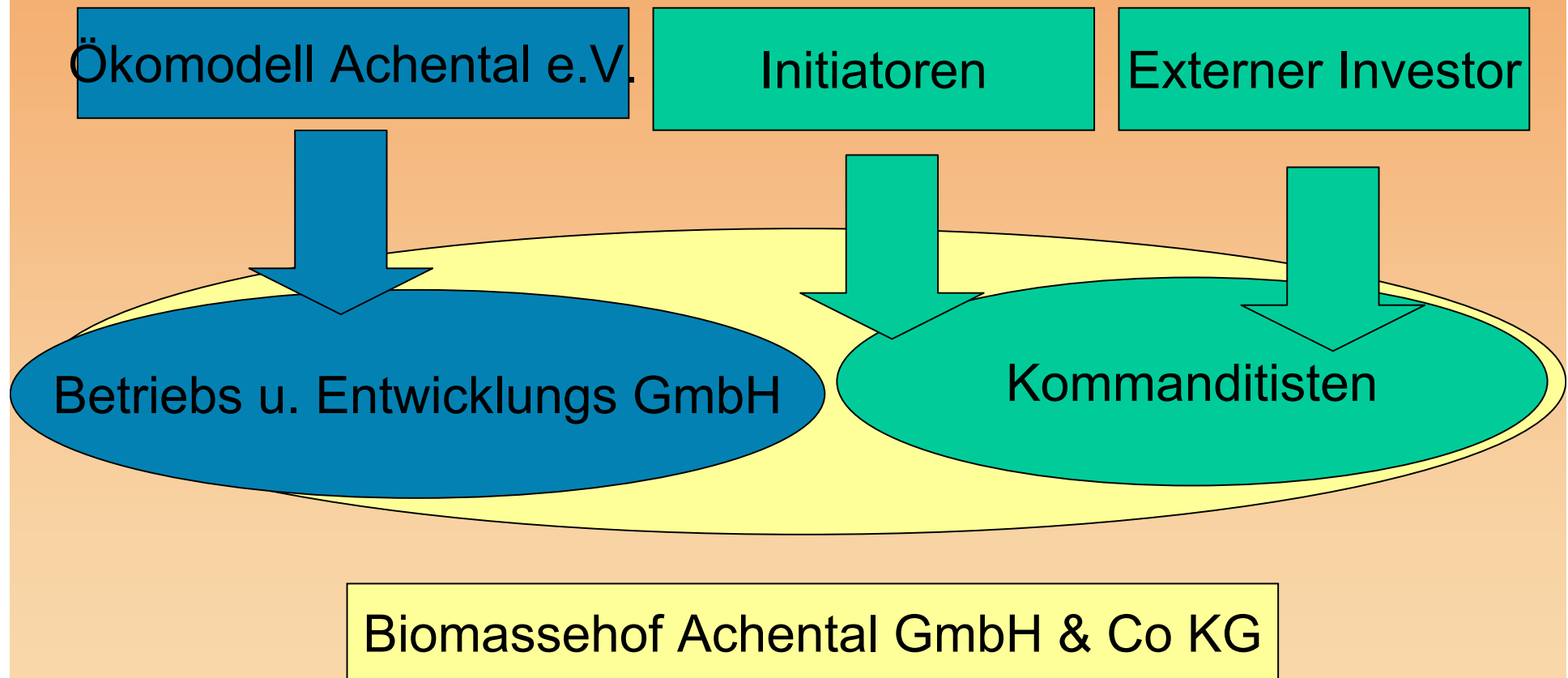
Renewable Energies

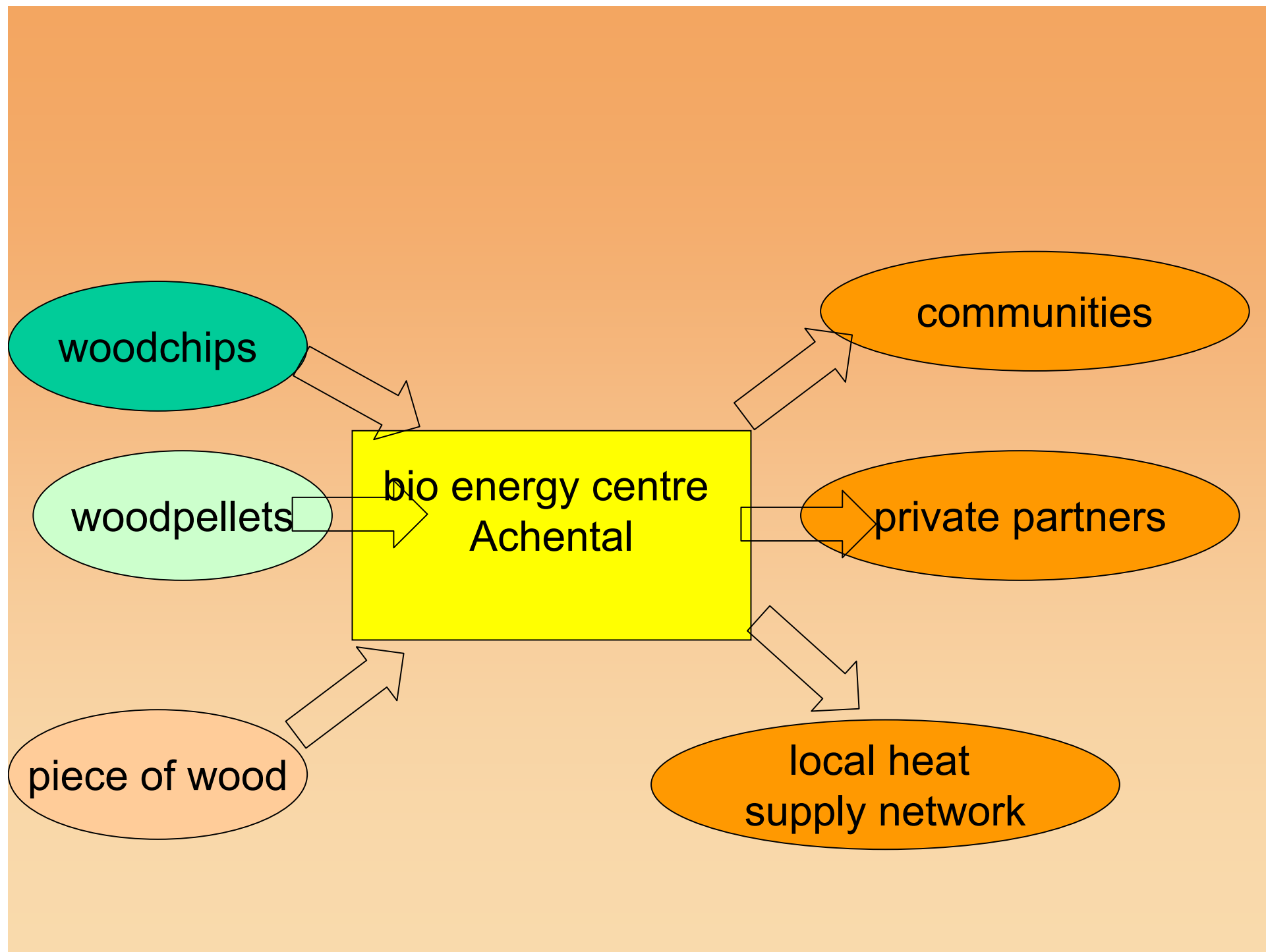
- **Target region (since december 2004)
European Programm „RES-Integration“**



- **objective: implementation of innovative Renewable Energy and energy saving technologies of selected regions in europe.
Locally available Energy Resources shall be used with the goal of regional sustainable socio-economic development.**
- **Achental: 100 % renewable energy penetration in 2020**
- **first project in the Achental: bio-energy-centre**

Project structure







february 2007 start of construction with patron Alois Glück,
President of the Bavarian Parliament

Opening 15./16. September 2007



Woodchips ...



... storage



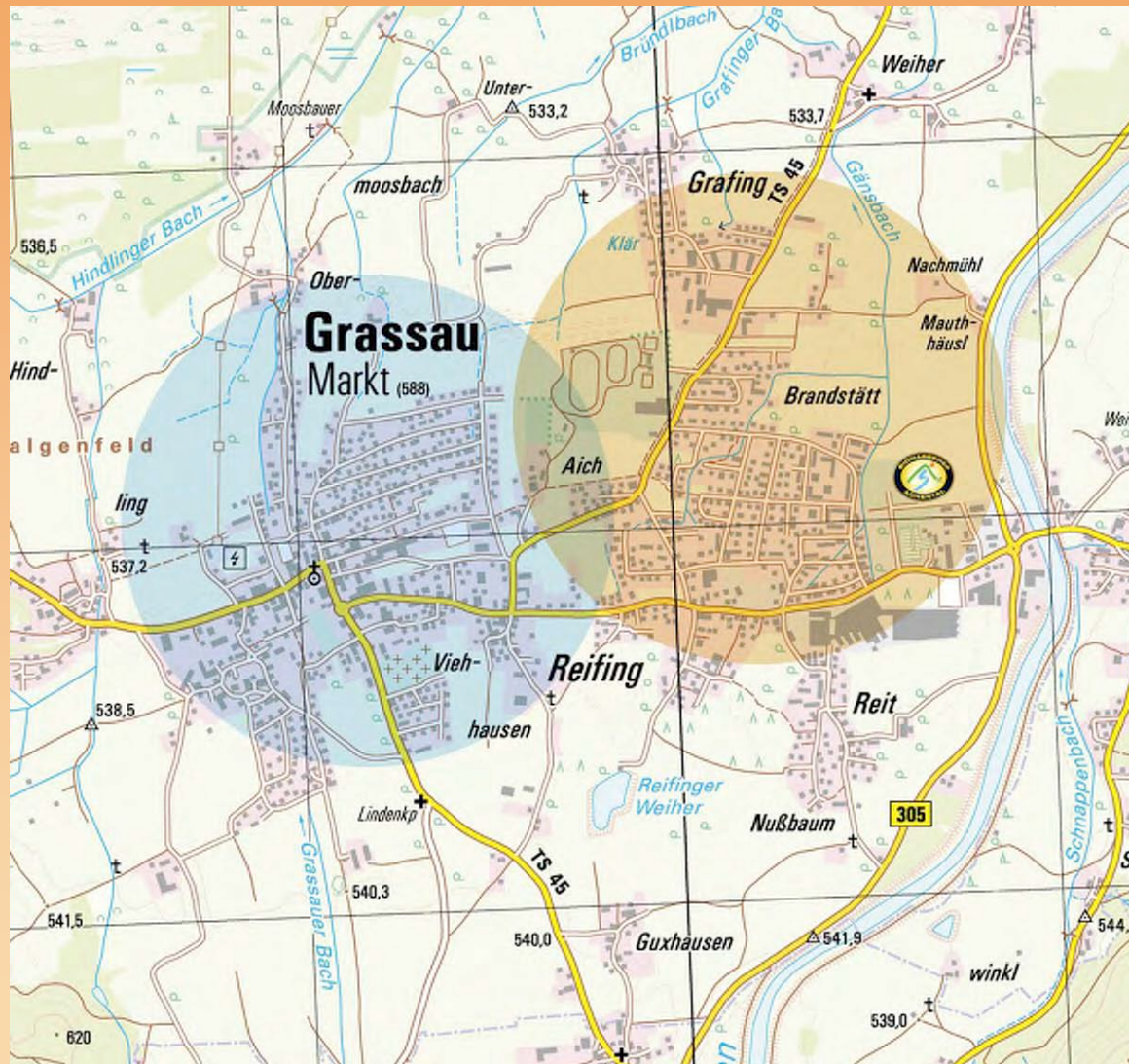
... and drying



Japanese delegation at the new bio energy centre



district heating network



district
heating station



stage 1

stage 2

Awards



Auf dem Foto von links:

Rudi Jantke, 2. Vorsitzender,
Fritz Irlacher, 1. Vorsitzender,
Staatsminister Josef Miller,
Bayerisches Staatsministerium für
Landwirtschaft und Forsten
Hans Haslreiter, Schatzmeister
Wolfgang Wimmer, Geschäftsführer
„Ökomodell Achental“

Award „Sustainable Land Use in Bavarian Communities“

Als Preisträger des Wettbewerbs „Zukunftsfähige Landnutzung in Bayerns Gemeinden“ erhielt der Verein „Ökomodell Achental“ im Rahmen des Festaktes im „Goldenen Saal“ im Augsburger Rathaus von Staatsminister Josef Miller eine mit 10.000 Euro dotierte Auszeichnung. Das Bayerische Staatsministerium für Landwirtschaft und Forsten initiierte den Wettbewerb mit dem Ziel, besonders gelungene Beispiele einer zukunftsfähigen Landnutzung herauszuheben und zur Nachahmung anzuregen. Im Votum der Jury zum „Ökomodell Achental“ heißt es „... Zukunftsweisende Zusammenarbeit von acht Gemeinden sowie Anrainern auch in Tirol mit umfangreicher Bürgerbeteiligung zur Vernetzung der wirtschaftlichen und ökologischen Belange und zur Schaffung von Einkommensmöglichkeiten...“.

Next step to an integrated rural development:
workshop 2007 with stakeholders of all communities





positive effects

- the awareness for the protection of nature and sustainability is rising
- Agriculture is stabilized and becomes more and more ecological
- the participation of the people is increasing
- the communities work more and more together
- cooperation opens up new projects and new chances
- several awards and increasing publicity

Vision

- Increasing cooperation of the communities
- rising the regional awareness
- energetic self-sufficiency of the region until 2020
- new projects, new ideas

